Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently amended) A method comprising:

determining a score for one of a set of content elements in a pool, said score being responsive to a predicted interest in said one content element by an individual recipient;

comparing said score with a threshold; ~~and~~

choosing whether to distribute said one content element to said individual recipient, in response to said ~~comparing.~~ comparing; and

selecting a new pool that differs from said pool, said selecting said new pool includes:

selecting an individual content element for addition to said pool, and

selecting an individual content element for removal from said pool.

2. (Previously presented) A method as in claim 1 further comprising adjusting said threshold in response to comparing.

3. (Previously presented) A method as in claim 1 further comprising adjusting said threshold in response to said individual recipient.

4-5. (Cancelled)

6. (Original) A method as in claim 1, wherein a number of said individual recipients is substantially greater than a number of content elements in said pool.

7. (Previously presented) A method as in claim 1 further comprising:

repeating said determining and comparing, for a plurality of content elements in said pool; and

selecting one of said plurality in response to said scores.

8. (Previously presented) A method as in claim 7 further comprising adjusting said threshold in response to said comparing.

9. (Previously presented) A method as in claim 7 further comprising adjusting said threshold in response to said individual recipient.

10-11. (Cancelled)

12. (Currently amended) A method as in claim 7 wherein said selecting <u>one of said plurality in response to said scores</u> is responsive to said threshold.

13. (Currently amended) A method as in claim 1 ~~repeating said~~ further comprising repeating said determining, comparing, and choosing, until a ~~selected~~ condition occurs.

14. (Previously presented) A method as in claim 13 further comprising adjusting said threshold in response to said comparing.

15. (Previously presented) A method as in claim 13 further comprising adjusting said threshold in response to said individual recipient.

16-17. (Cancelled)

18. (Currently amended) A method as in claim 13 wherein said ~~selected~~ condition is responsive to a number of times said determining is performed.

19. (Currently amended) A method as in claim 13, wherein said ~~selected~~ condition is that at least one content element in said pool is chosen for distribution.

20-26. (Cancelled)

27. (Currently amended) A system including:

a plurality of scores for content elements in a set of content elements in a pool, said scores being responsive to a predicted interest by an individual recipient of said one content element to a recipient;

a result of comparing said scores with a threshold;

an adjusted threshold, said adjusted threshold being determined in response to said result for comparing;

a communication path disposed for coupling said one content element to said individual recipient, in response to said result of comparing; and

a selected one of said content elements, said selected one being in response to said scores. scores and said adjusted threshold.

28. (Cancelled)

29. (Previously presented) A system including:

a plurality of scores for content elements in a set of content elements in a pool, said scores being responsive to a predicted interest by an individual recipient of said one content element to a recipient;

a result of comparing said scores with a threshold;

an adjusted threshold, said adjusted threshold being in response to said result for comparing;

a corresponding set of results of comparing said plurality of scores with said adjusted threshold;

a communication path disposed for coupling said one content element to said individual recipient, in response to said result of comparing; and

a selected one of said content elements, said selected one being responsive to said set of results of comparing.

30-33. (Cancelled)

34. (Previously presented) A method as in claim 1 further comprising selecting a pool of content elements from said set of content elements, said pool having a plurality of content elements but less than all of said set of content elements.

35. (Cancelled)

36. (Currently amended) A system including:

means for determining a score for one of a set of content elements in a pool, said score being responsive to a predicted interest in said one content element by an individual recipient;

means for comparing said score with a threshold; ~~and~~

means for choosing whether to distribute said one content element to said individual recipient, in response to said ~~comparing.~~ comparing; and

means for selecting a new pool that differs from said pool, said means for selecting said new pool includes:

means for selecting an individual content element for addition to said pool, and

means for selecting an individual content element for removal from said pool.

37. (Previously presented) A system as in claim 36 further comprising means for adjusting said threshold in response to comparing.

38. (Previously presented) A system as in claim 36 further comprising means for adjusting said threshold in response to said individual recipient.

39. (Previously presented) A system as in claim 36 wherein a number of said individual recipients is substantially greater than a number of content elements in said pool.

40. (Previously presented) A system as in claim 36 further comprising:

means for repeating said determining and comparing, for a plurality of content elements in said pool; and

means for selecting one of said plurality in response to determining and comparing performed by said means for determining and comparing.

41. (Previously presented) A system as in claim 40 further comprising means for adjusting said threshold in response to said comparing.

42. (Previously presented) A system as in claim 40 further comprising means for adjusting said threshold in response to said individual recipient.

43. (Currently amended) A system as in claim 40 wherein said means for selecting one of said plurality selects the one of said plurality responsive to said threshold.

44. (Currently amended) A system as in claim 36 further comprising means for repeating said determining, comparing, and choosing, until a ~~selected~~ condition occurs.

45. (Previously presented) A system as in claim 44 further comprising means for adjusting said threshold in response to said comparing.

46. (Previously presented) A system as in claim 44 further comprising means for adjusting said threshold in response to said individual recipient.

47. (Currently amended) A system as in claim 44 wherein said ~~selected~~ condition is responsive to a number of times said determining is performed.

48. (Currently amended) A system as in claim 44 wherein said ~~selected~~ condition is that at least one content element in said pool is chosen for distribution.

49. (Previously presented) A system as in claim 36 further comprising means for selecting a pool of content elements from said set of content elements, said pool having a plurality of content elements but less than all of said set of content elements.

50-53. (Cancelled)

54. (Currently amended) A computer program <u>stored on a tangible computer-readable medium, the computer program comprising one or more code segments that, when executed, cause a computer to:</u> ~~comprising:~~

~~a scoring code segment structured and arranged to~~ determine a score for one of a set of content elements in a pool, a score being responsive to a predicted interest in said one content element by an individual recipient;

~~a comparing code segment structured and arranged to~~ compare said score with a threshold; ~~and~~

~~a decision code segment structured and arranged to~~ choose whether to distribute said one content element to said individual recipient, in response to said ~~comparing.~~ <u>comparing; and</u>

<u>select a new pool that differs from said pool, said selection of said new pool includes:</u>

 <u>selecting an individual content element for addition to said pool, and</u>

 <u>selecting an individual content element for removal from said pool.</u>

55. (Currently amended) A computer program as in claim 54 further comprising <u>one or more code segments that, when executed, cause a computer to</u> ~~an adjusting code segment structured and arranged to~~ adjust said threshold in response to <u>said comparison of said score with a threshold.</u> ~~comparing.~~

56. (Currently amended) A computer program as in claim 54 further comprising <u>one or more code segments that, when executed, cause a computer to</u> ~~an adjusting code segment structured and arranged to~~ adjust said threshold in response to said individual recipient.

57. (Previously presented) A computer program as in claim 54 wherein a number of said individual recipients is substantially greater than a number of content elements in said pool.

58. (Currently amended) A computer program as in claim 54 further comprising one or more code segments that, when executed, cause a computer to:

~~a repeating code segment structured and arranged to~~ repeat said determining and comparing, for a plurality of content elements in said pool; and

~~a selecting code segment structured and arranged to~~ select one of said plurality of content elements in response to determining and comparing repeatedly performed. ~~performed by the repeating code segment.~~

59. (Currently amended) A computer program as in claim 58 further comprising one or more code segments that, when executed, cause a computer to ~~an adjusting code segment structured and arranged to~~ adjust said threshold in response to said comparison of said score with a threshold. ~~comparing.~~

60. (Currently amended) A computer program as in claim 58 further comprising one or more code segments that, when executed, cause a computer to ~~an adjusting code segment structured and arranged to~~ adjust said threshold in response to said individual recipient.

61. (Currently amended) A computer program as in claim 58 wherein ~~said selecting code segment selects the one of said plurality~~ said selection of one of said plurality of content elements is responsive to said threshold.

62. (Currently amended) A computer program as in claim 54 further comprising one or more code segments that, when executed, cause a computer to ~~a repeating code segment structured and arranged to~~ repeat said determining, comparing, and choosing, until a ~~selected~~ condition occurs.

63. (Currently amended) A computer program as in claim 62 further comprising <u>one or more code segments that, when executed, cause a computer to</u> ~~an adjusting code segment structured and arranged to~~ adjust said threshold in response to said comparing.

64. (Currently amended) A computer program as in claim 62 further comprising <u>one or more code segments that, when executed, cause a computer to</u> ~~an adjusting code segment structured and arranged to~~ adjust said threshold in response to said individual recipient.

65. (Currently amended) A computer program as in claim 62 wherein said ~~selected~~ condition ~~selects~~ <u>is</u> responsive to a number of times said determining is performed.

66. (Currently amended) A computer program as in claim 62 wherein said ~~selected~~ condition is that at least one content element in said pool is chosen for distribution.

67. (Currently amended) A computer program as in claim 54 further comprising <u>one or more code segments that, when executed, cause a computer to</u> ~~a first selecting code segment structured and arranged to~~ select a pool of content elements from said set of control elements, said pool having a plurality of content elements, but less than all of said set of content elements.

68-71. (Cancelled)

72. (Currently amended) A method comprising:
determining a score for more than one of several different content elements in a pool of content elements, said scores being responsive to a predicted interest in said different content elements by an individual recipient;
comparing said scores with a threshold;
noting a plurality of content elements in said pool, each having an associated score, in response to said comparing;
selecting one of said plurality <u>of content elements</u> in response to said scores; and

choosing whether to distribute at least one of said ~~one~~ plurality of content elements to said individual recipient. ~~recipient, in response to said comparing.~~

73. (Previously presented) The method of claim 72 further comprising adjusting said threshold in response to said comparing.

74. (Previously presented) The method of claim 72 further comprising selecting said pool of content elements from a set of content elements, said pool having a plurality of content elements but less than all of said set of content elements.

75. (Previously presented) A method as in claim 72 further comprising repeating said determining and comparing, for a plurality of content elements in said pool.

76. (Previously presented) The method of claim 75 further comprising:

adjusting said threshold in response to said comparing; and

noting a plurality of content elements in said pool, each having an associated score, in response to said adjusting.

77. (Previously presented) A method as in claim 75 further comprising repeating said choosing until a condition is satisfied.

78. (Previously presented) The method of claim 77 further comprising:

adjusting said threshold in response to said comparing; and

noting a plurality of content elements in said pool, each having an associated score, in response to said adjusting.

79. (Currently amended) A system comprising:

means for determining a score for more than one of several different content elements in a pool of content elements, said scores being responsive to a predicted interest in said different content element by an individual recipient;

means for comparing said scores with a threshold;

means for noting a plurality of content elements in said pool, each having an associated score, in response to said comparing;

means for selecting one of said plurality of content elements in response to said scores; and

means for choosing whether to distribute at least one of said plurality of content elements to said individual recipient. recipient, in response to said comparing.

80. (Previously presented) The system of claim 79 further comprising means for adjusting said threshold in response to said comparing.

81. (Previously presented) The system of claim 79 further comprising means for selecting said pool of content elements from a set of content elements, said pool having a plurality of content elements but less than all of said set of content elements.

82. (Previously presented) A system as in claim 79 further comprising means for repeating said determining and comparing, for a plurality of content elements in said pool.

83. (Previously presented) The system of claim 82 further comprising:

means for adjusting said threshold in response to said comparing; and

means for noting a plurality of content elements in said pool, each having an associated score, in response to said adjusting.

84. (Previously presented) A system as in claim 82 further comprising means for repeating said choosing until a condition is satisfied.

85. (Previously presented) The system of claim 84 further comprising:

means for adjusting said threshold in response to said comparing; and

means for noting a plurality of content elements in said pool, each having an associated score, in response to said adjusting.

86. (Currently amended) A computer program for choosing whether to distribute one content element stored on a tangible computer-readable medium, the computer program comprising one or more code segments that, when executed, cause a computer to: , the computer program being stored on a computer readable medium and comprising:

a scoring code segment structured and arranged to determine a score for more than one of several different content elements in a pool of content elements, said scores being responsive to a predicted interest in said different content elements by an individual recipient;

a comparing code segment structured and arranged to compare said scores with a threshold;

a noting code segment structured and arranged to note a plurality of content elements in said pool, each having an associated score, in response to said comparing;

a selecting code segment structured and arranged to selecting select one of said plurality of content elements in response to said scores; and

a decision code segment structured and arranged to choose whether to distribute at least one of said plurality of content elements to said individual recipient. recipient, in response to said comparing.

87. (Currently amended) The computer program of claim 86 further comprising one or more code segments that, when executed, cause a computer to an adjusting code segment structured and arranged to adjust said threshold in response to said comparing.

88. (Currently amended) The computer program of claim 86 further comprising one or more code segments that, when executed, cause a computer to means for selecting select said

pool of content elements from a set of content elements, said pool having a plurality of content elements but less than all of said set of content elements.

89. (Currently amended) The computer program as in claim 86 further comprising <u>one or more code segments that, when executed, cause a computer to</u> a repeating code segment structured and arrange to repeat said determining and comparing, for a plurality of content elements in said pool.

90. (Currently amended) The computer program of claim 89 further comprising <u>one or more code segments that, when executed, cause a computer to</u>:

an adjusting code segment structured and arranged to adjust said threshold in response to said comparing; and

a noting code segment structured and arranged to note a plurality of content elements in said pool, each having an associated score, in response to said adjusting.

91. (Currently amended) The computer program of claim 89 further comprising <u>one or more code segments that, when executed, cause a computer to</u> a repeating code segment structured and arranged to repeat said choosing until a condition is satisfied.

92. (Currently amended) The computer program of claim 91 further comprising <u>one or more code segments that, when executed, cause a computer to</u>:

an adjusting code segment structured and arranged to adjust said threshold in response to said comparing; and

a noting code segment structured and arranged to note a plurality of content elements in said pool, each having an associated score, in response to said adjusting.

93. (New) A method comprising:

determining a score for one of a set of content elements in a pool, said score being responsive to a predicted interest in said one content element by an individual recipient;

comparing said score with a threshold;

choosing whether to distribute said one content element to said individual recipient, in response to said comparing; and

selecting a new pool that differs from said pool, said new pool being selected by replacing said pool entirely.

94. (New) A method comprising:

determining a score for one of a set of content elements in a pool, said score being responsive to a predicted interest in said one content element by an individual recipient;

comparing said score with a threshold;

choosing whether to distribute said one content element to said individual recipient, in response to said comparing; and

selecting a new pool that differs from said pool, said new pool being selected based on timing information.

95. (New) A system including:

means for determining a score for one of a set of content elements in a pool, said score being responsive to a predicted interest in said one content element by an individual recipient;

means for comparing said score with a threshold;

means for choosing whether to distribute said one content element to said individual recipient, in response to said comparing; and

means for selecting a new pool that differs from said pool, said means for selecting said new pool includes means for replacing said pool entirely.

96. (New) A system including:

means for determining a score for one of a set of content elements in a pool, said score being responsive to a predicted interest in said one content element by an individual recipient;

means for comparing said score with a threshold;

means for choosing whether to distribute said one content element to said individual recipient, in response to said comparing; and

means for selecting a new pool that differs from said pool, said means for selecting said new pool includes means for selecting based on timing information.

97. (New) A computer program stored on a tangible computer-readable medium, the computer program comprising one or more code segments that, when executed, cause a computer to:

determine a score for one of a set of content elements in a pool, a score being responsive to a predicted interest in said one content element by an individual recipient;

compare said score with a threshold;

choose whether to distribute said one content element to said individual recipient, in response to said comparing; and

select a new pool that differs from said pool, said new pool being selected by replacing said pool entirely.

98. (New) A computer program stored on a tangible computer-readable medium, the computer program comprising one or more code segments that, when executed, cause a computer to:

determine a score for one of a set of content elements in a pool, a score being responsive to a predicted interest in said one content element by an individual recipient;

compare said score with a threshold;

choose whether to distribute said one content element to said individual recipient, in response to said comparing; and

select a new pool that differs from said pool, said new pool being selected based on timing information.